

THE TRUE STORY OF  
**SMOKEY**  
BEAR





"Little Smokey" with his friend Judy Bell, who nursed him back to health—



Smokey, the bear that captured the heart of all America— has a special message for all his friends!—

Here it is, Smokey Bear fans -- the story of Smokey's first thrilling adventure!

As a vast fire sweeps through the tinder-dry forest, a thousand woodland creatures flee in terror. Behind them in the fiery holocaust a bear cub is hopelessly trapped by the flames -- with no chance for escape.

That's the way it begins! Now read the rest of it -- the exciting story of the orphan cub who grew up to become Smokey, the living symbol of forest fire prevention.

signed--

THE EDITORS



The Smokey Bear Campaign to prevent forest fires is supported by your State Forestry Department and the U.S. Forest Service and is sponsored by The Advertising Council Inc.



# SMOKEY BEAR

## THE TRUE STORY OF SMOKEY

I'VE SOMETHING  
TO TELL YOU-- A  
TRUE STORY!



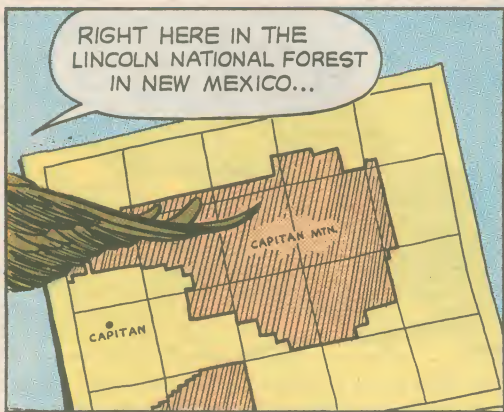
AND IT HAPPENED  
NOT TOO LONG AGO!



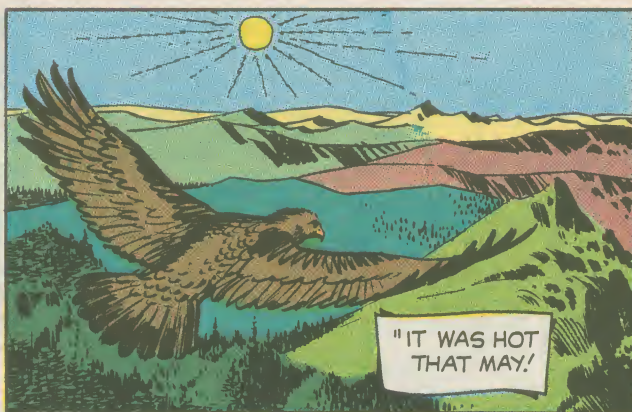
IT ALL STARTED IN ONE OF  
OUR GREAT WESTERN  
FORESTS...



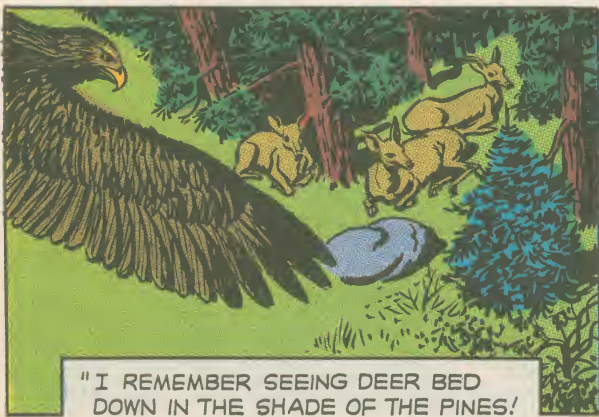
RIGHT HERE IN THE  
LINCOLN NATIONAL FOREST  
IN NEW MEXICO...



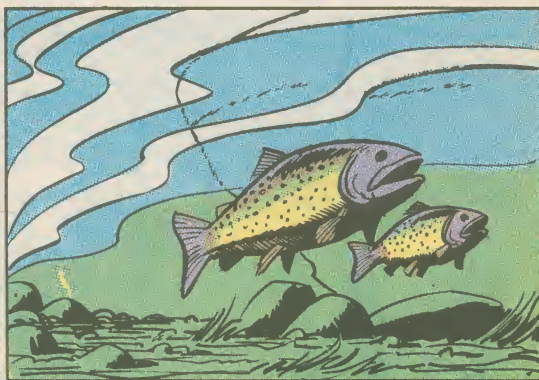
"IT WAS HOT  
THAT MAY!"



"I REMEMBER SEEING DEER BED  
DOWN IN THE SHADE OF THE PINES!"



"THE TROUT HID ALONG THE COOL STREAMBANKS!"

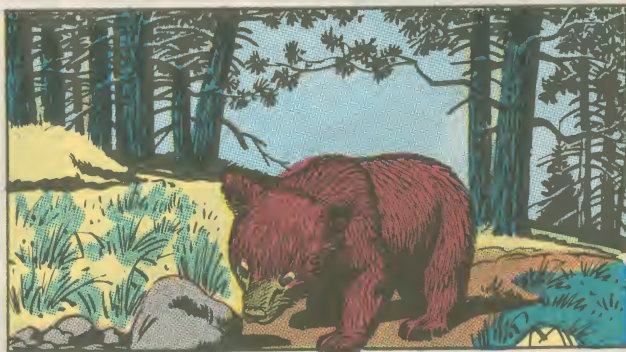


"EVEN THE BUTTERFLIES WERE RESTING!"



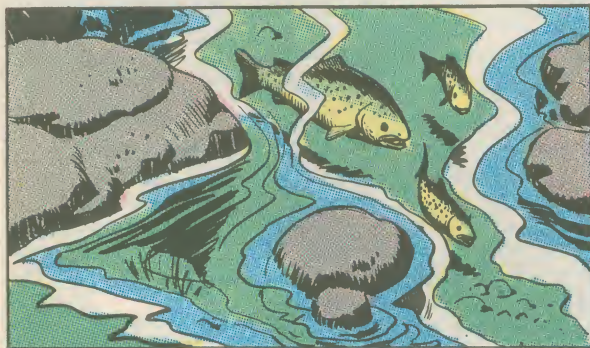
"I REMEMBER PARTICULARLY A LITTLE BROWN-COLORED BEAR CUB THAT WOULD LEAVE HIS MOTHER WHILE SHE WAS DOZING!"

"HE LIKED TO PLAY IN THE GREEN MEADOW!"

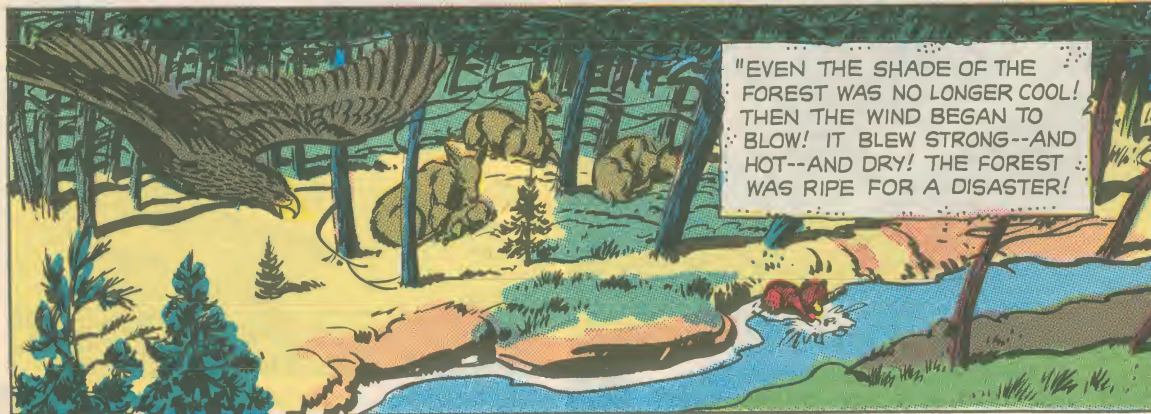


"AS THE MONTH OF MAY WORE ON, THE GREEN GRASS TURNED BROWN IN THE DRY HEAT!"

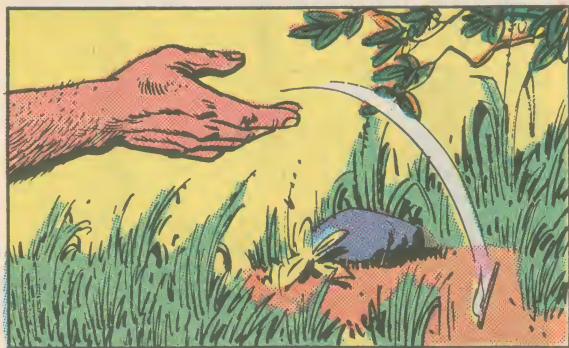
"THE TROUT WERE BECOMING WORRIED BECAUSE THE WATER IN THEIR STREAMS WAS GETTING LOW."



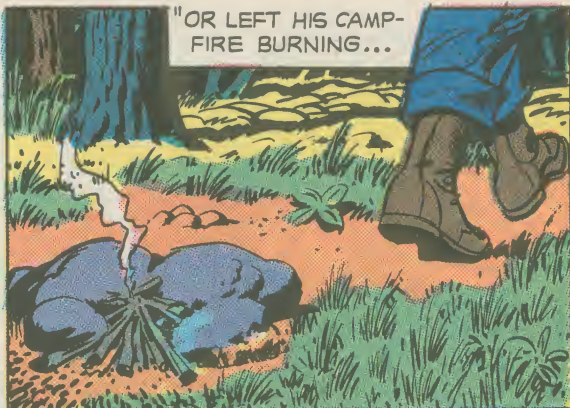
"STICKS AND PINE NEEDLES WERE SO DRY, THEY SNAPPED LIKE POPCORN UNDER HIS FEET!"



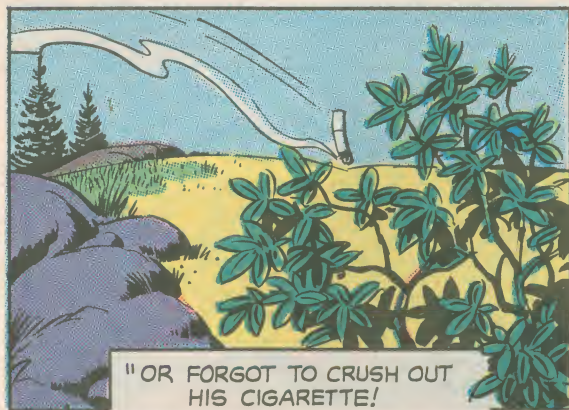
"EVEN THE SHADE OF THE FOREST WAS NO LONGER COOL! THEN THE WIND BEGAN TO BLOW! IT BLEW STRONG--AND HOT--AND DRY! THE FOREST WAS RIPE FOR A DISASTER!"



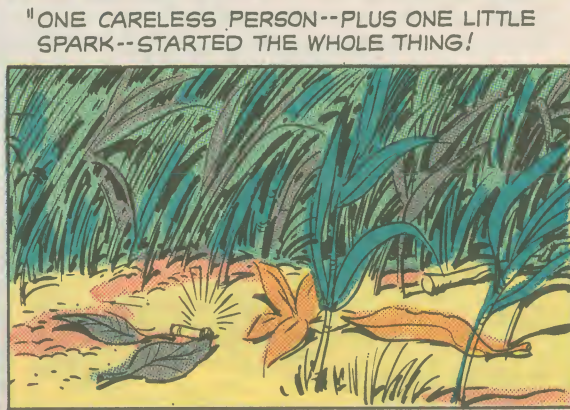
"THEN IT HAPPENED! SOME CARELESS PERSON  
FLIPPED A LIGHTED MATCH...



"OR LEFT HIS CAMP-  
FIRE BURNING...



"OR FORGOT TO CRUSH OUT  
HIS CIGARETTE!



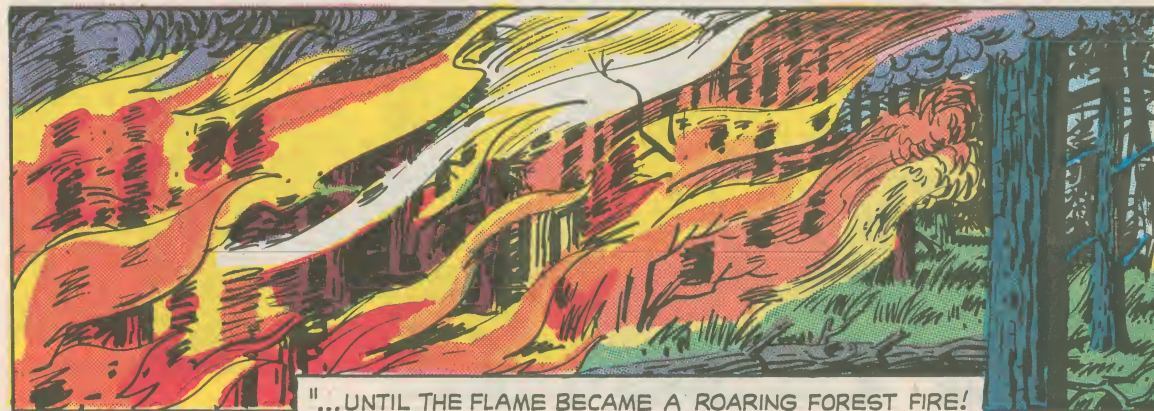
"ONE CARELESS PERSON--PLUS ONE LITTLE  
SPARK--STARTED THE WHOLE THING!



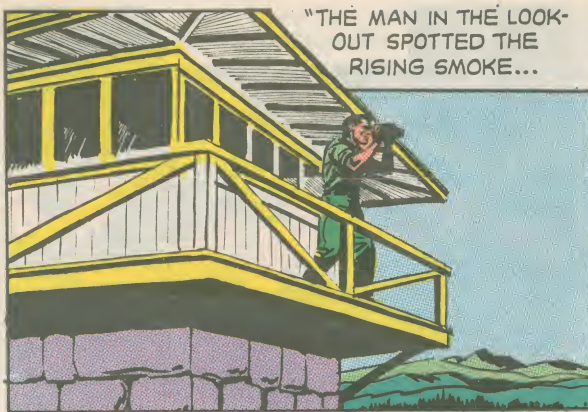
"SUDDENLY, THE LITTLE SPARK BECAME A  
FLAME! THEN WITH THE HELP OF THE  
WIND, A PATCH OF GRASS BEGAN TO BLAZE!



"QUICKLY  
IT SPREAD...



"...UNTIL THE FLAME BECAME A ROARING FOREST FIRE!



"THE MAN IN THE LOOK-  
OUT SPOTTED THE  
RISING SMOKE..."



"AND HE QUICKLY PIN-  
POINTED THE BLAZE!"

"THEN HE CALLED THE  
RANGER STATION!"



THERE'S A **BIG**  
ONE STARTING UP  
ON **CAPITAN**  
MOUNTAIN!

"FIREFIGHTERS AND HEAVY EQUIPMENT RUSHED  
TO THE SCENE..."



"BUT THE GOING  
WAS PRETTY ROUGH!"

"A LOT OF HARD WORK HAD TO BE DONE BEFORE  
THE FIREFIGHTERS COULD GET TO THE BLAZE..."

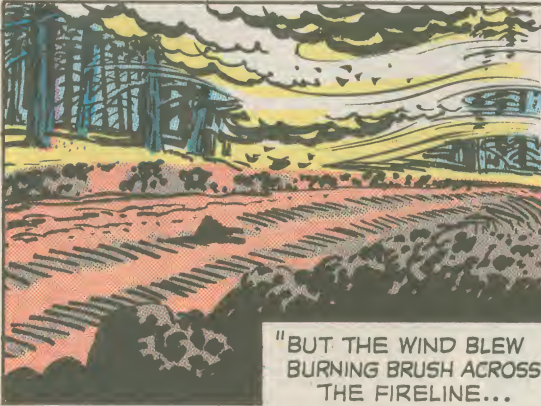




"WHEN THEY ARRIVED, THE BULLDOZERS  
PLOWED WIDE FIRELINES..."



"...TRYING THEIR BEST TO STOP  
THE ONRUSHING RED FURY!"



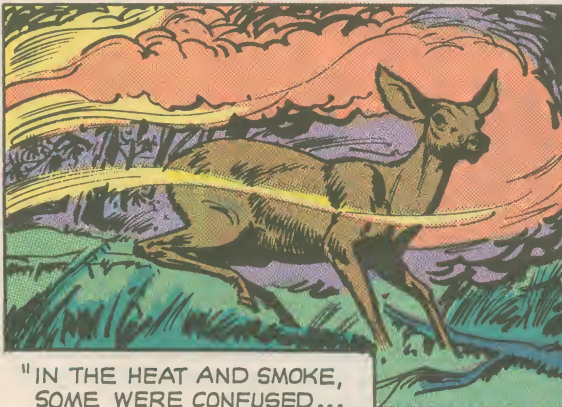
"BUT THE WIND BLEW  
BURNING BRUSH ACROSS  
THE FIRELINE..."



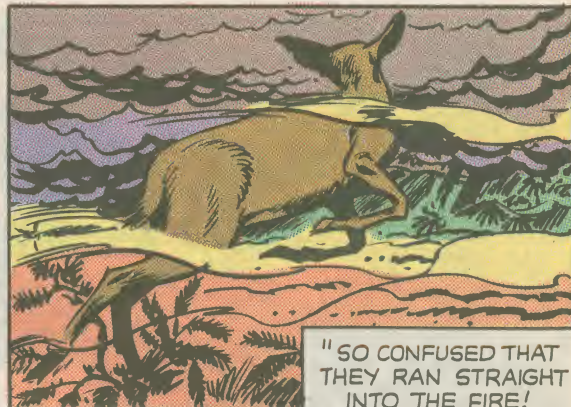
"AND THE FIRE CROSSED THE LINE!"



"BIRDS AND ANIMALS PANICKED  
AS THE FLAMES ROARED ALONG!"



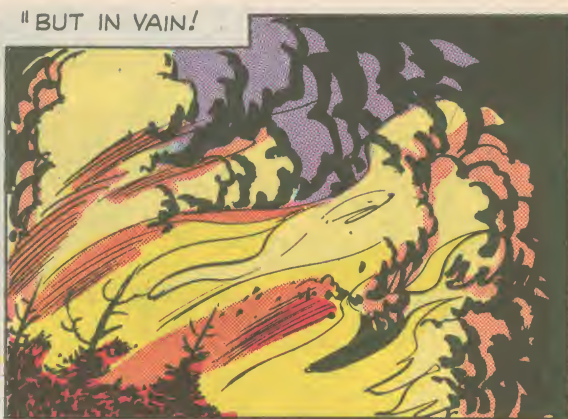
"IN THE HEAT AND SMOKE,  
SOME WERE CONFUSED..."



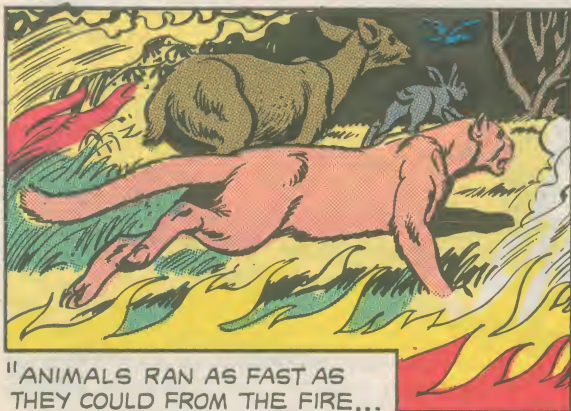
"SO CONFUSED THAT  
THEY RAN STRAIGHT  
INTO THE FIRE!"



"OTHERS TRIED TO HIDE FROM THE FLAME..."



"BUT IN VAIN!"



"ANIMALS RAN AS FAST AS THEY COULD FROM THE FIRE..."



"EVEN THEN SOME DID NOT MAKE IT, FOR A FOREST FIRE CAN SOMETIMES OUTSPEED A DEER OR A RABBIT!"



"MORE EQUIPMENT AND MEN WERE NEEDED TO STOP THE FIRE! RANCHERS AND WOODSMEN JOINED THE FIRELINES!"



"SOLDIERS WERE BROUGHT IN FROM FORT BLISS, TEXAS, TO FIGHT THE GREAT BLAZE!"



"THEY WERE ALL THERE FIGHTING TO END THE WORK OF JUST **ONE** CARELESS PERSON!"



"THEN ANOTHER NEAR-TRAGEDY OCCURRED WHERE TWENTY-FOUR FIREFIGHTERS WERE BATTLING A SECTION OF THE FLAME..."



"THE FIRE IN FRONT OF THEM WAS A GROUND BLAZE!"



"THEY WORKED HARD TO BUILD A LINE AROUND IT..."



"BUT THE WIND BEGAN TO INCREASE..."



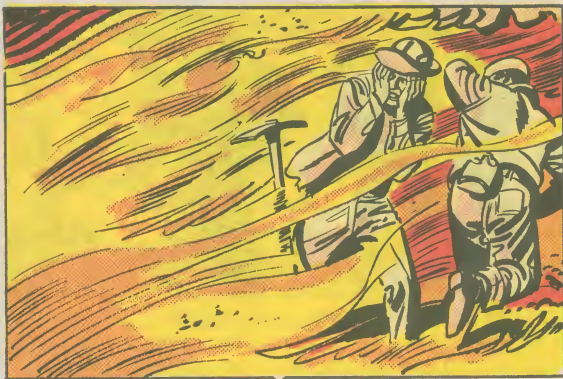
"IT BLEW STRONGER AND STRONGER UNTIL GREAT GUSTS WERE BLOWING AT NEARLY FORTY MILES AN HOUR!"



"THEN THE FIRE JUMPED INTO THE TREES AND SURGED TOWARD THEM..."

"THE BLAZE SWEEPED TOWARD THE TWENTY-FOUR MEN!"

"THE FLAME BECAME UNBEARABLE!"



"THEY RAN TO A ROCKSLIDE AND LAY THERE, FACE DOWN!"



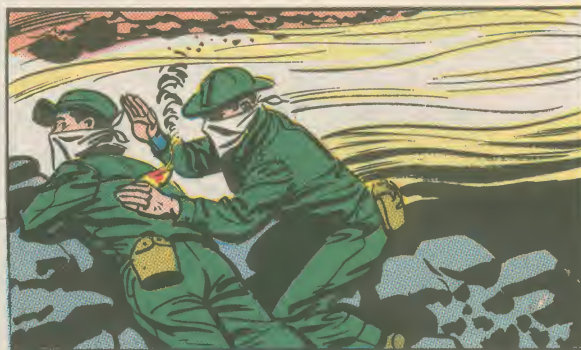
"TO KEEP FROM SMOTHERING, THEY PUT WET HANDKERCHIEFS OVER THEIR FACES!"



"THE FIRE WHIPPED TOWARD THEM, BUT THEY HUNG ON!"

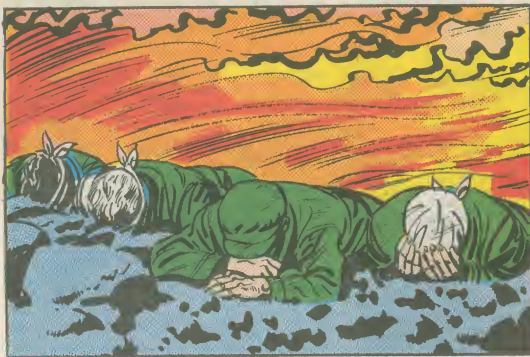


"THE TERRIFIC HEAT MADE SOME MEN'S CLOTHING BURST INTO FLAMES!"

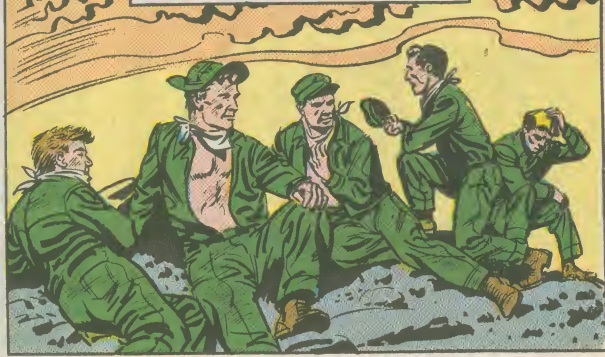


"BUT WHENEVER SOMEONE'S CLOTHING CAUGHT FIRE, THE MAN NEXT TO HIM SLAPPED IT OUT!"

"THEY LAY THERE FOR ALMOST AN HOUR,  
AS THE FIRE RAGED BY!"



"WHEN THE SMOKE HAD FINALLY CLEARED ENOUGH,  
THEY STARTED GETTING UP!"



"ONE--TWO--THREE--EACH MAN COUNTED  
HIS COMRADES AS THEY AROSE..."



"MIRACULOUSLY, ALL TWENTY-FOUR HAD  
SURVIVED THE FLAMING ORDEAL!"



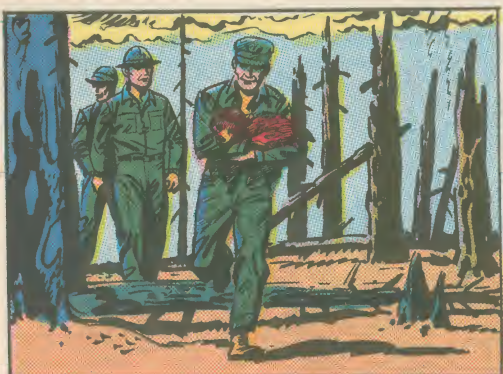
"LOOKING AROUND, THE ONLY OTHER  
LIVING THING THEY SAW WAS A  
BADLY BURNED BEAR CUB!"



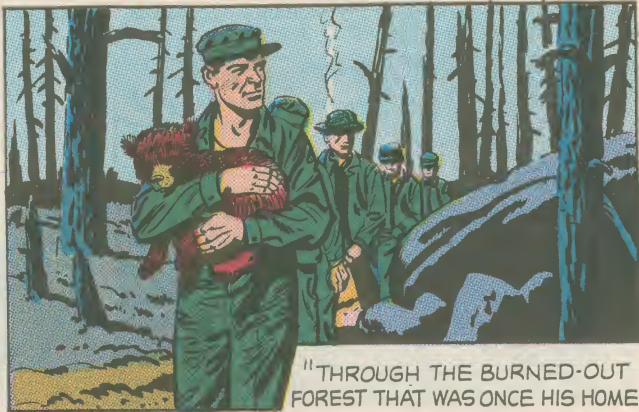
"HE WAS  
CLINGING,  
TERRIFIED,  
TO A CHARRED  
TREE LIMB!"



"GENTLY, THEY HELPED  
HIM DOWN!"



"THE MEN CARRIED THE LITTLE CUB...



"THROUGH THE BURNED-OUT FOREST THAT WAS ONCE HIS HOME!



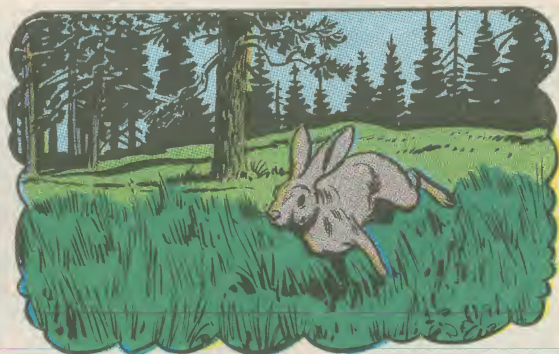
"ON HIS WAY OUT, THE LITTLE CUB SAW THE BURNED AND DISFIGURED TREES...



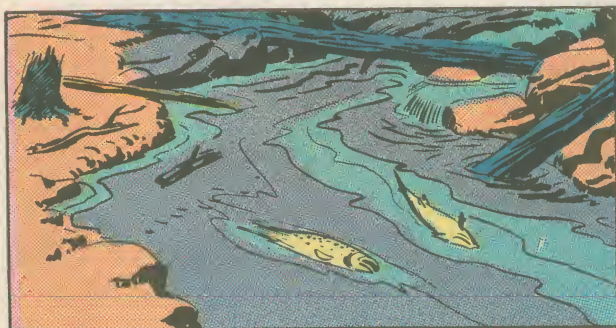
"...THAT WOULD NEVER AGAIN OFFER COOL SHADE TO DEER AND OTHER WILD CREATURES!



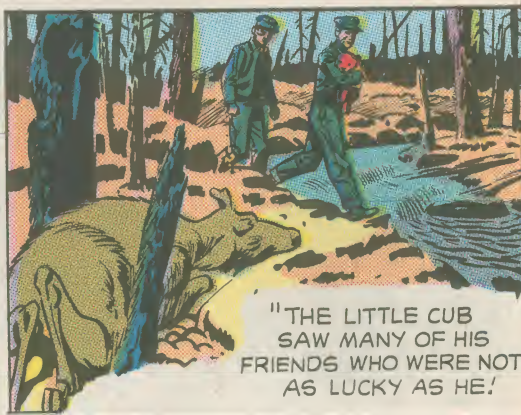
"THERE WAS NO GRASS LEFT!



"NO GRASS TO FEED ANIMALS OR PROTECT THE SOIL FROM THE HEAVY RAINS THAT WOULD SOON COME!

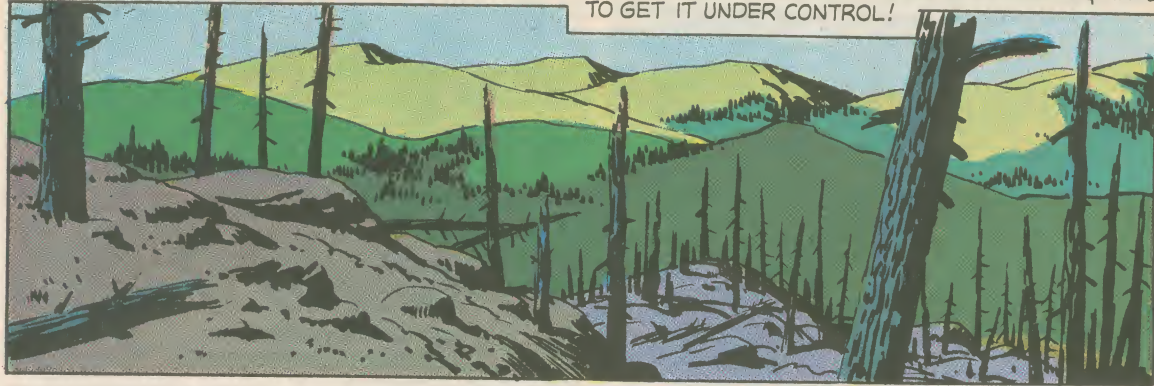


"THE TROUT NO LONGER HAD A PLACE TO SWIM! THE STREAMS WERE CHOKED WITH DEBRIS. WOOD ASH LYE BURNED THEIR MOUTHS. POISONING MANY!

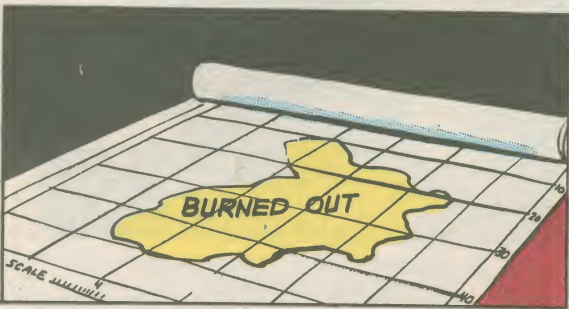


"THE LITTLE CUB SAW MANY OF HIS FRIENDS WHO WERE NOT AS LUCKY AS HE!

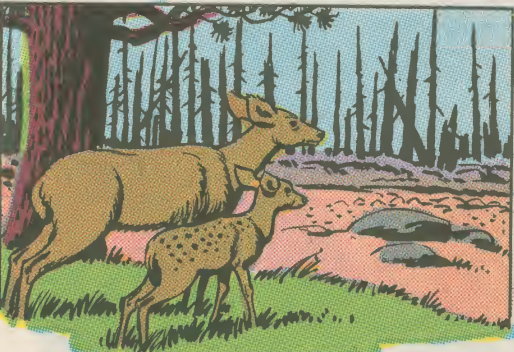
"THIS HAD BEEN A BIG FOREST FIRE, AND A GREAT LOSS TO OUR COUNTRY! FIVE DAYS WERE REQUIRED TO GET IT UNDER CONTROL!"



"FIVE DAYS IN WHICH OVER 17,000 ACRES OF TIMBER WERE BURNED, COUNTLESS ANIMALS KILLED, GRASS SCORCHED AND THE WATER PRODUCING AND STORAGE CAPACITY OF THE LAND BADLY HURT!"



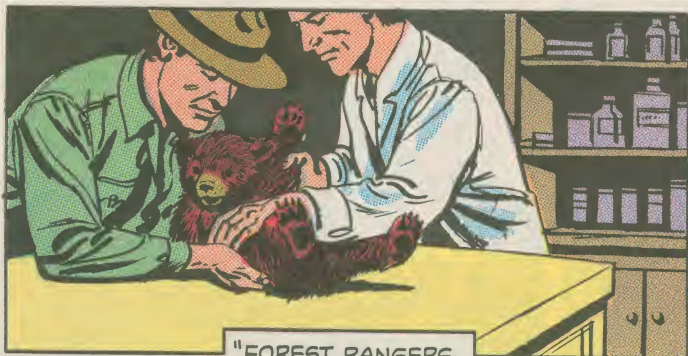
"NO LONGER WOULD THIS PART OF THE FOREST BE FUN TO CAMP IN!"



"NO LONGER WAS THIS FOREST A PLACE FIT TO LIVE OR PLAY IN!"



"SO THEY TOOK THE SMALL CUB FROM HIS RUINED HOME!"

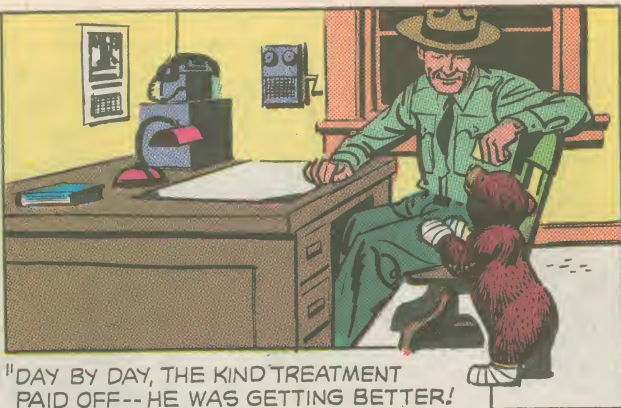


"FOREST RANGERS, VETERINARIANS AND WARDENS FROM THE NEW MEXICO GAME AND FISH DEPARTMENT TREATED HIS WOUNDS AND BURNS!"



"HIS FEET WERE CAREFULLY BANDAGED!"

"HE WAS FED BABY FOOD TO STEM HIS HUNGER!"



"DAY BY DAY, THE KIND TREATMENT PAID OFF-- HE WAS GETTING BETTER!"

"SOON, THEY WERE TO TAKE OFF HIS BANDAGES..."



"HIS HAIR GREW BACK OVER HIS BURNED SPOTS, HE BECAME WELL!"

"THEN THE LITTLE BEAR CUB GOT A NAME..."



SMOKEY!

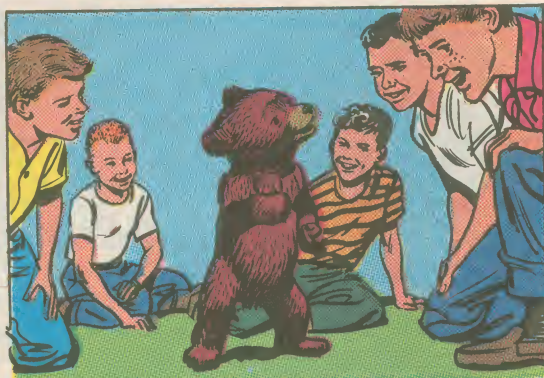
THAT'S PERFECT! WE'LL NAME HIM AFTER THE SYMBOL OF FOREST FIRE PREVENTION!

WELL, HOW DO YOU LIKE YOUR NAME-- SMOKEY?

"THE NAME STUCK..."



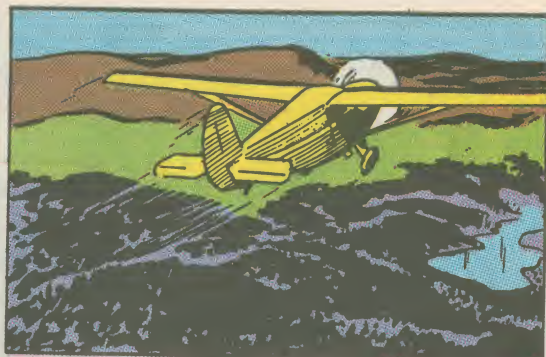
LOOK, HE'S OUT WALKING! HURRY AND SEE SMOKEY!



"HE WAS BECOMING PRETTY WELL KNOWN!"



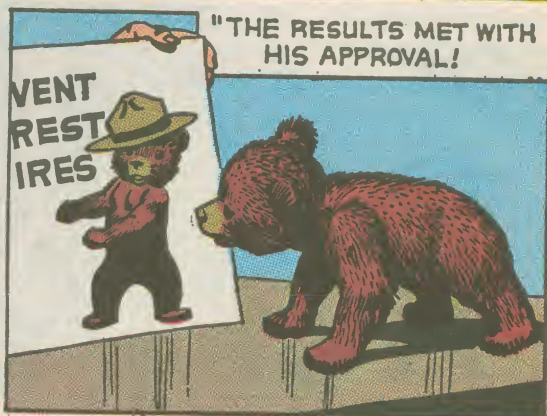
"SINCE HIS HOME WAS DESTROYED, SMOKEY WAS PUT ON A PLANE AND FLOWN ACROSS THE COUNTRY TO THE CAPITAL IN WASHINGTON, D.C.!"



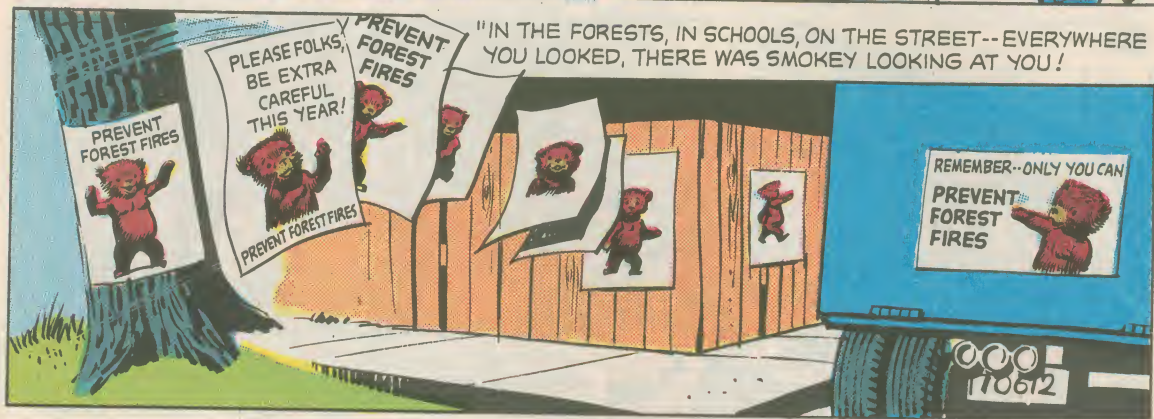
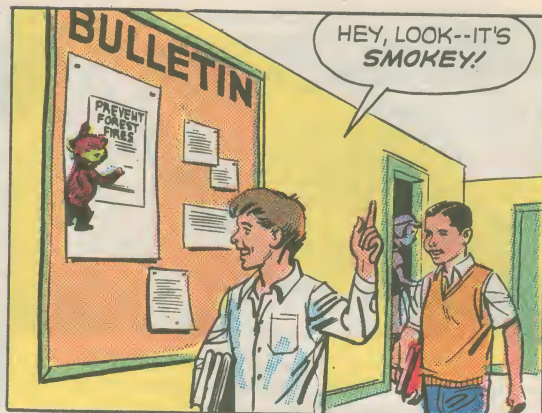
"ON HIS WAY THERE, SMOKEY SAW HIS FORMER HOME-- WHAT WAS LEFT OF IT!"



"WHEN HE LANDED AT THE AIRPORT, HE WAS MET BY PRESS PHOTOGRAPHERS AND REPORTERS! PEOPLE CROWDED AROUND TO SEE SMOKEY--**SMOKEY BEAR!**"



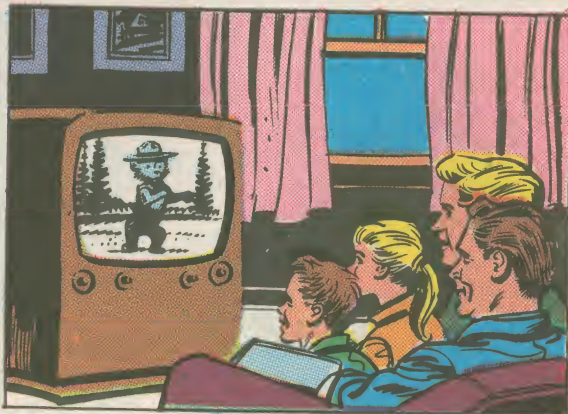
"THE POSTERS WERE EVERYWHERE!"



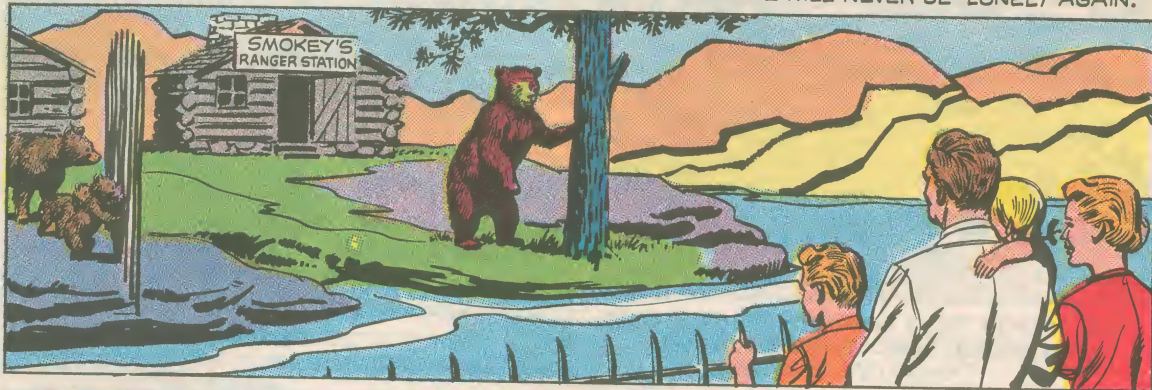
"HE EVEN BECAME A STAR ON RADIO..."



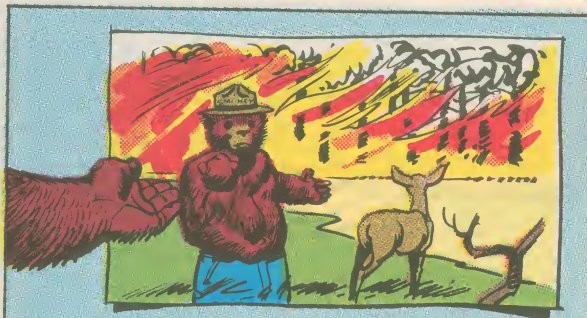
"AND ON TELEVISION, TOO!"



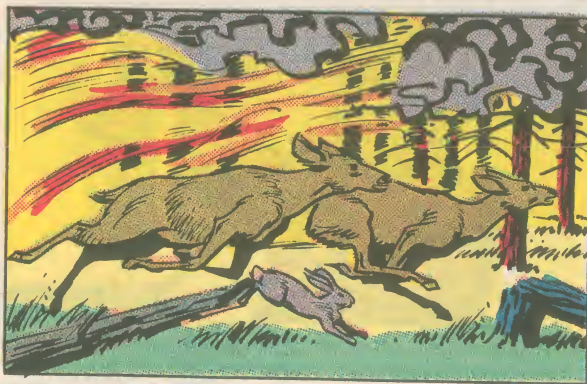
"SOON HE WILL GET A NEW HOME IN THE WASHINGTON ZOO AND HE WILL NEVER BE LONELY AGAIN."



"AS SMOKEY GREW UP, HE HAD SOMETHING TO TELL FOLKS --AND HE **STILL** TELLS THEM THE SAME THING!



"SMOKEY TELLS THEM HOW HE HATES FOREST FIRES!



"HOW THEY DESTROY HIS ANIMAL FRIENDS...



"HOW THEY BURN UP TIMBER THAT COULD HAVE BEEN USED TO MAKE HOMES-- PERHAPS, A NEW HOME FOR YOU...



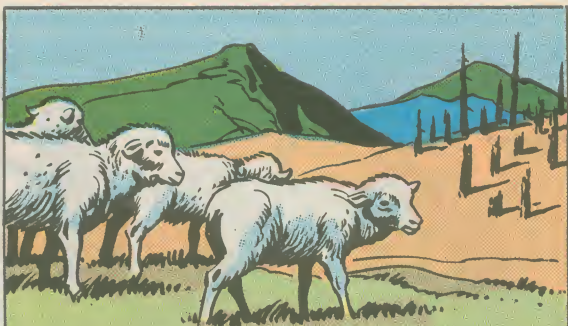
"HOW THEY WASTE WOOD THAT COULD HAVE GONE INTO FURNITURE...



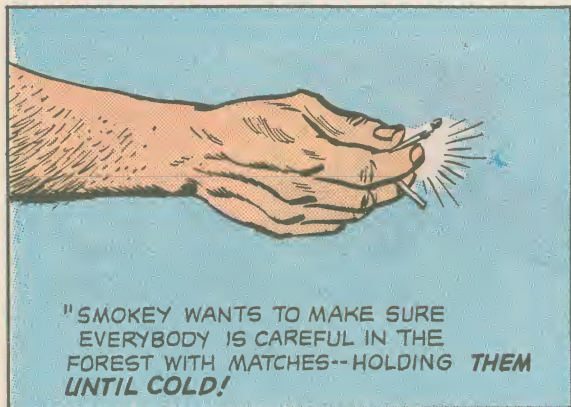
"OR EVEN TO MAKE PAPER TO PRINT COMIC BOOKS ON!



"AND SMOKEY TELLS HOW FIRE DESTROYS GOOD CLEAN WATER THAT WE NEED TO MAKE THINGS LIVE AND GROW!"



"HOW IT SCORCHES THE GRASS MANY ANIMALS NEED FOR FOOD!"



"SMOKEY WANTS TO MAKE SURE EVERYBODY IS CAREFUL IN THE FOREST WITH MATCHES--HOLDING **THEM UNTIL COLD!**"



"THAT EVERY CAMPER PUTS OUT HIS FIRE-- **DEAD OUT!**"



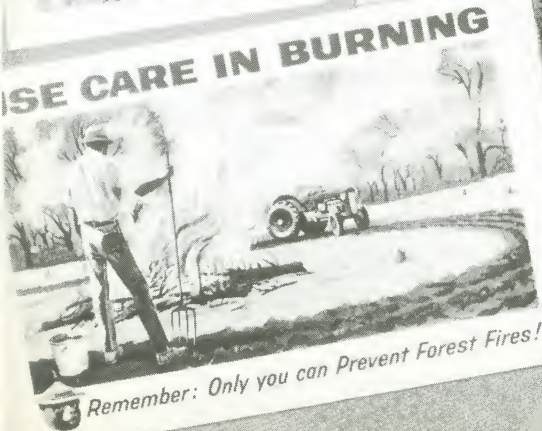
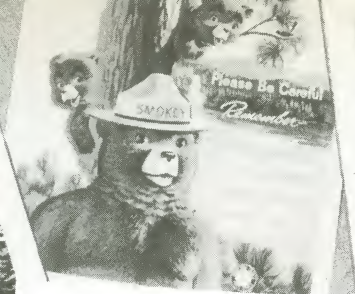
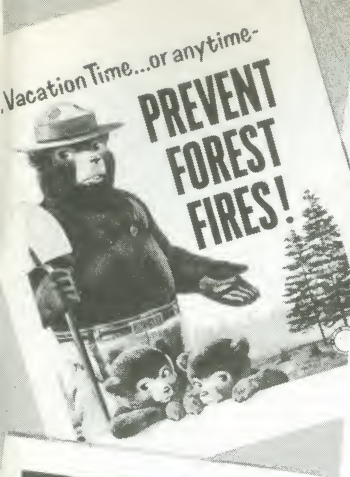
"THAT NO CIGARETTE IS TOSSED ON THE GROUND-- BUT IS **CRUSHED OUT!**"



"THAT'S A LOT OF WORK FOR ONE BEAR! I THOUGHT I'D HELP BY TELLING SMOKEY'S STORY SO YOU'D KNOW WHY **SMOKEY** IS OUT TO END ALL FOREST FIRES!"



"IF WE LISTEN TO SMOKEY, NO OTHER CUB WILL SUFFER THE WAY HE DID--ORPHANED, BURNED AND MADE HOMELESS BY A FIRE! LET'S ALL REMEMBER WHAT SMOKEY SAYS..."



Dear Reader:

Please don't play with matches in the woods.

Each year thousands of forest fires are started accidentally by youngsters playing with matches in the woods. Beautiful recreation areas, valuable timber, and good fishing streams are often destroyed.

These youngsters don't want to set fire to the woods. They wouldn't intentionally burn the homes of their wildlife friends.

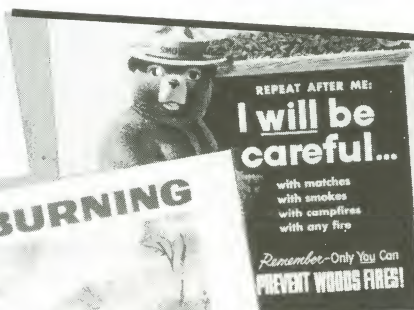
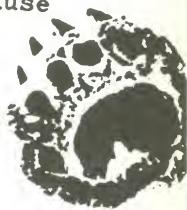
But still the fires happen. A match, held too long, burns a finger and is dropped in the woods. A tiny "play" campfire is left burning and passing winds toss sparks into the surrounding forest.

Keeping careless use of fire out of the woods is everybody's job. It's up to each of you to be careful and to make sure others are careful too.

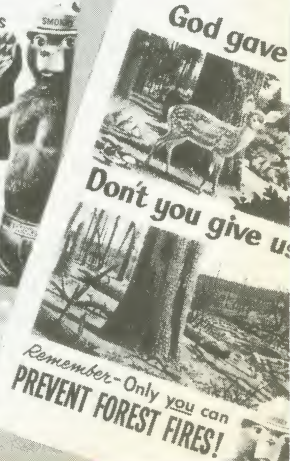
Please tell all your friends that playing with matches is playing with fire and this can cause them a great deal of harm.

Thank you,

**SMOKEY**



...and please make people careful, amen





**Remember—Only you can  
Prevent Forest Fires!**

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